



City of Mountain View
Community Services Department

TRENDS ANALYSIS

Recreation Division - Recreation Plan

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LEISURE LIFESTYLE CONSULTING in association with
PDG & ASSOCIATES



Trends and Projections: Mountain View, California

What will the future of parks and recreation be in Mountain View, California? That's a good question, but one that is challenge laden. The amount of time and money available for discretionary pursuits as well as the nature of those choices will reflect the changes within the world in which we live. So the better question would be "how will the world change and evolve over the ensuing years and influence the lives of people?" This query leads us to the real area of our interest in parks and recreation; another good question with no absolutes. "How these changing patterns and preferences can be highlighted as a way of possibly projecting the role(s) parks and recreation will play in the future as well as the needs and interests of people.

Park and recreation trends don't spring out of nowhere. Rather than reflect the myriad of shifts and changes within society and the world that ultimately make a difference upon how people live, work, learn, and play. It is these types of changes that will be used to develop a list of possible directions, challenges, and opportunities for the field.

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While trends are a critical aspect of making projections and plans for the future, they also need to be placed within a specific context. One starting point for that context is to identify the ways in which a community may be different and/or similar from the rest of the world. In this case, the rest of the world includes the Census 2000 demographics for the United States, the State of California, Santa Clara County, and the city of Mountain View.

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Listed below are a few ways in which Mountain View, as a community, differs from the general population of the United States and California:

Factor	United States	California	Santa Clara County	Mountain View
Population Change (1990-2000)	13.1%	13.6%	12.4%	6.0%
White Persons	75.1%	59.5%	53.8%	63.8%
Black	12.3%	6.7%	2.8%	2.5%
Asian	3.6%	10.9%	25.6%	20.7%
Latino	12.5%	32.4%	24.0%	18.3%
Persons under 5	6.8%	7.3%	7.1%	6.0%
Persons under 18	25.7%	27.3%	24.7%	18.0%
Persons 65+	12.4%	10.6%	9.5%	10.5%
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Living in Same House (1995-2000)	54.1%	50.2%	51.2%	42.6%
% Foreign Born	11.1%	26.2%	34.1%	35.0%
Language other than English	17.9%	39.5%	45.4%	39.9%
High School Graduates	80.4%	76.8%	83.4%	89.0%
Bachelor's Degrees +	24.4%	26.6%	40.5%	55.3%
Homeownership	66.2%	56.9%	59.8%	41.4%
Multi-unit structures	26.4%	31.4%	31.6%	31.4%
Persons per household	2.59	2.87	2.92	2.25
Median household Income (1999)	\$41,994	\$47,493	\$74,335	\$69,362
Percapita Income (1999)	\$21,711	\$21,587	\$32,795	\$39,693
Factor	United States	California	Santa Clara County	Mountain View
Below Poverty Level (1999)	12.4%	14.2%	7.5%	6.8%
Persons per square mile	79.6	217.2	1,303.6	5,861.4

Similarities and Differences

Mountain View is growing at a much slower pace than the rest of the country, state, and county much of that likely dictated by available building opportunities. While it is growing more slowly, its population differs significantly from the rest of the country. While it has a lower percentage of White residents than does the United States overall, its percentage of that group is higher than it is for the state and county. There are half as many

Blacks in California as there is in the rest of the United States and Santa Clara County and Mountain View have an even smaller percentage of that population.

The percentage of the Asian population in the United States is under 4% in contrast to the percentage of Asians living in both Santa Clara County and Mountain View. While it has a higher percentage of Asians than does the State of California overall, its percentage of Latino is quite a bit smaller than the percentage for both the state and country at 32% and 12% respectively.

Mountain View is distinct and unique from the rest of the country and the State of California in other ways as well. It has less mobility than the country, state, and county and has a largest percentage of households with foreign born individuals at 35%, a rate 3 times as high as that of the country but very similar to the other communities in Santa Clara county. Similar percentages reflect the number of households where a language other than English is spoken at home.

The community has more residents that are foreign born and fewer people living in the same houses over a five year period than the rest of the country, but it has over double the percentage of individuals holding bachelor's degrees or higher. This high level of educational attainment may help explain the smaller size of households and higher than average incomes, but is somewhat contrary with percentages of home ownership.

One of the most overwhelming differences included within 2000 Census data relates to the number of persons living per square mile within the community. On a national level, the percentage is 79.6 persons per square mile. This low density across the country is not reflected in a more compact California at 217 persons per square mile. The rates for Santa Clara County sharply contrast with both the country and the state at 1,303, but when compared with the rate in Mountain View of 5,861 persons per square mile, then Santa Clara County appears to be almost spacious.

Population Projections: Planning for California's Future

Since planning requires a clearer picture of the future, there is current information and projections being made for 2020 and beyond. The following population projections – while always subject to unexpected circumstances or events – have been compiled from a variety of sources to serve as a springboard for futuring planning in California. Again, there is the caution that this information should be reviewed in light of the ways in which California will grow and develop in ways that are different for the rest of the country, but Mountain View being different from other communities in California will need to adjust accordingly.

Unlike the rest of the nation, California will find itself in a vastly different situation from the rest of the country and some parts of the situation may be challenging. For instance...California...

- may find itself in the unenviable position of providing services to a population that is concentrated at both ends of the age spectrum, both youth and the elderly
- is experiencing an exodus of current residents to other states while adding more international immigrants
- has fewer residents covered by pensions than other states

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Size of Population

California will remain the most populous state during the 1993-2020 period BUT some of the projections will include...

- adding over 16 million persons boosting its share of the nation's population from 12 to 15 percent.
- experiencing a net loss of 4 million internal migrants to other states
- adding 10 million international migrants (39 percent of the nation's total)
- experiencing twice as many births as deaths (20 million versus 8 million)

Ethnic and Racial Projections include...

- the *White* population (255 million in the nation by the year 2020) in the South and West should account for 89 percent of the 40 million Whites added to the United States
- California will be among the five most populous states for Whites
- California would contain the largest shares of the nation's Blacks
- The *Asian and Pacific Islander* population (23 million in the nation by 2020) is projected to be the fastest growing race group in all regions and California is expected to be home to the largest share of the nation's Asians and Pacific Islanders (almost 10 million by 2020)
- The *American Indian, Eskimo, and Aleut* population (3 million in the nation by 2020) is projected to be the second fastest growing population in the West from 1993 to 2020 and California along with Arizona, Oklahoma, New Mexico, and Alaska in total will be home to 52 percent of the American Indian, Eskimo, and Aleut population in 2020.
- the *Hispanic* population should account for more than a third of the growth in the country; California would not only have the most Hispanics but also the largest gain with more than 17 million by 2020

Age Group Changes

The proportion of youth should decline as the elderly population increases in all states. This projection is not anticipated to hold true for California; see stats listed in next section and current patterns in Mountain View don't support this projection.

Most of the projected growth of the elderly population (65 years old and over) will be concentrated in the West and South. Eight States - Nevada, Arizona, Colorado, Washington, Georgia, Utah, Alaska, and California should experience a doubling in their number of elderly

Source: U.S. Census Bureau, Population Division and Housing and Household Economic Statistics Division

Gold States Goes Silver

Graying in the Golden State: Demographic and Economic Trends of Older Californians, by Sonya Tafoya and Hans Johnson identify the following projections by 2030:

- One in every three Californians will be over the age of 50
- the proportion of those over 65 will have increased to 17 percent from 11 percent in 1998
- the population of people over 65 in California will grow from 3.6 million to 8.9 million
- the graying of California will be accompanied by an increase in the number of children; a situation not experienced by most other States in the country.
- only about half of all jobs in California offer pension and retirement plan benefits, significantly less than in the rest of the nation.

Source: Public Policy Institute of California

The Old Get Older

Older people continue to become older and that trend will have even greater impact in future years. For instance...

- the oldest old age group in California (age 85 years and over) was 7 percent of the elderly population in 1990 as compared to only 2.6 percent in 1950.
- between 2030 and 2040, when the first of the Baby Boom generation reaches age 85, the percent of elderly who are in the oldest age group will reach 14 percent.

(Source: California Department of Aging)

Four Megatrends in California's Future

The review of Census data 2000 when coupled with population projections available from various State of California sources seems to identify four megatrends in California's future. Four demographically directed trends included the following:

Trend #1: Serving Two Masters - Both Old and Young

California will face the unique situation of having to provide programs and services for two large cohort groups: youth and older adults. The rest of the United States is not projected to have this same challenge.

- Expected increase in the number of Californians age 65 or older by 2020: 71% (Source: The California Budget Project)
- California will experience twice as many births as deaths (20 million versus 8 million)

Source: U.S. Census Bureau, Population Division and Housing and Household Economic Statistics Division

Trend #2: Heading Out and Coming In - Current residents OUT and International immigrants IN

Many long time residents of California are leaving the state often due to more inexpensive retirement or less growth and congestion. When you couple this pattern with an ever-increasing number of immigrants into California, it will make for a change in demographics for certain.

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- Net loss of 4 million internal migrants from California to other states
- Adding 10 million international migrants to California (39 percent of the nation's total)
- LA between 2000 and 2004: -64,928 whites and +456,838 non-whites (The Brookings Institute)

Trend #3: It's About the \$\$\$\$

California has long been regarded as being an expensive area to live, work, and play. That perception and pattern will likely continue.

- High cost of living in California
- Fewer residents covered by pensions than other states (Public Policy Institute of California)
- The large percentage of uninsured people living in California; 32% in Imperial and 17.5% in San Diego. The national average is 14.2%; somebody has to pick up the cost of healthcare for the uninsured.

Trend #4: The Two Californias: Norcal and Southland

There has always been two Californias as the northern and southern portion of the State are divided on the basis of politics, climate, and business opportunities. The newly projected version of two Californias includes the following: Norcal which incorporates the expanded San Francisco and Sacramento area and Southland which includes not only Los Angeles but Las Vegas as well.

How and Where Will We Live?

Where will we live? Will there be different parts of the country growing in population and popularity while other regions decrease? How will we live? Will we be more likely to live alone or in larger, extended groups of friends and families?

There are a number of aspects that influence where people live. One of those key aspects is the economy. People cannot live in areas where they cannot find employment that supports their basic needs. This economic necessity related to work results in two different patterns: rapid growth in areas where a strong economy flourishes and out-migration from areas where people cannot afford to sustain themselves or a preferred standard of living.

Where Will We Live

Economic research estimates that the United States is poised to embark upon a sizeable growth spurt with \$25 trillion being expended by 2030 which represents more than twice the size of the current economy in the country. Planner Robert Lang predicts that the majority of this investment will be made in 10 major metropolitan areas that he calls "megapolitans". These megapolitans will consist of surging growth in areas that often cross state boundaries and sometimes follow major highways. The ten megapolitans as identified include: Cascadia (Seattle, Portland); Norcal (Sacramento and San Francisco); Southland (Los Angeles, Las Vegas); Valley of the Sun (Phoenix, Tucson); Gulf Coast Belt (Houston, New Orleans); Atlantic Seaboard (Boston, New York City, Washington); the 85 Corridor (Raleigh-Durham, Atlanta); Southern Florida (Tampa, Miami); Great Lakes Horseshoe (Chicago, Detroit, Pittsburgh); the 35 Corridor (San Antonio, Dallas, Kansas City). http://money.cnn.com/magazines/business2/business2_archive/2005/11/01/8362829/index.htm

There is little doubt that certain areas of the country will experience population increases while other areas will

find themselves plagued by outward migration of their residents. It has been occurring over the last few decades as evidenced by certain states losing Congressional representation while the mega-states such as California, Florida, and Texas gain greater representation.

Some interesting things have been occurring. There also appears to be disconnects related to proportions of diversity spread throughout the United States with large number of various ethnic groups represented in only certain parts of the nation while other segments of the country remain largely untouched by growing diversity. For example, the percentage of foreign born individuals living in the United States counted in the last Census was 11% while the percentage for California and New York were 26% and 20% and at the other end of the spectrum were states similar to Vermont and South Dakota with foreign born percentages of under 4% and under 2%.

Beyond Geographic Location

The choice of locations within metropolitan areas is changing as well. In areas of the country with increasing growth and high priced housing, people are moving beyond the suburbs of these urban centers creating new pockets of growth. As suburbs become more expensive and acquire some of the similar issues of urban areas, the further migration is quite understandable.

The excitement of the 90s with the rebirth of America's cities may have been a bit premature. While the relocation of young professionals and empty-nest suburbanites has occurred, it is not as widespread as initially projected.

How Will We Live

The size of households has gotten smaller in this country as the number of people living alone has risen. There is likely to be some interesting shifts in this category as the aging of parents and the traditions of new cultures in this country may give rise to more extended family living situations with three generations under one roof. At the same time, the number of non-family households may grow and become more varied as aging non-related, single baby boomers form households for economic and social reasons and immigrants entering this country through the more traditional coastal gateways find that they need to put a number of families under one roof to survive.

General Living Options

The choice of locations within metropolitan areas is changing as well. In areas of the country with increasing growth and high priced housing such as Mountain View, people are moving beyond the suburbs of these urban centers creating new pockets of growth. As suburbs become more expensive and acquire some of the similar issues of urban areas, the further migration is quite understandable.

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Implications for Mountain View

Mountain View finds itself located in the hub of Norcal, that metro region that will soon extend from the northern coast of California to Sacramento with the following projections:

- 35%+ increase in population
- 39+ increase in new jobs
- 29+ new homes
- 121+ in office space
- action is moving east from Bay area;
- Sacramento metro region will build more housing and office space in the next 25 years than any other Western metro city except Las Vegas
- skilled workers in the Bay area moving east to cheaper exurbs
- neurotechnology (pharmaceuticals with computers)

http://money.cnn.com/magazines/business2business2_archive/2005/11/01/8362829/index.htm

Mountain View is potentially subject to little additional growth due to its physical size as well as the cost of housing. The cost of housing is the main impetus for people moving east from San Francisco and the building and population shifting towards Sacramento.

An additional factor of interest is household status. Over 35% of householders in Mountain View live alone and when you subtract the 7% who are over 65 from that group you find yourself with nearly 29% of your households consisting of a single adult. Of the households with two or more people living within them, 39% of these are households with children under the ages of 18 living there. This results in approximately an additional group of 25% who are adults with no children under the age of 18 living at home. This makes for an interesting lifestyle profile when you need to plan for such different groups:

Single Adults, Living Alone (29%)

Older Single Adults, Living Alone (7%)

Households and Families with Children under 18 (39%)

Couples with no Children under 18 (25%)

Couples with no children at home certainly don't have some of the obligations and leisure patterns of those with young children in the home yet they may not be looking for the same types of opportunities as the single adults living on their own.

Leisure Pursuits: Expenditures in Mountain View

There are a variety of factors that predict future behavior. One of those major factors is current buying and participation factors as predictors of future behavior. This holds true for leisure time choices as well. In this

ensuing section, please find information related to patterns and projected patterns related to behavior.

One factor that significantly influences and predicts leisure time behavior is income. The above average income levels in Mountain View suggest ample funds available for discretionary spending. However, research suggests that higher income can serve as competing factor for discretionary time. It appears as if people with lower incomes often have more discretionary time to pursue such leisure opportunities due to higher priorities being placed upon work by higher income wage earners or the demands of their career.

Data gathered nationwide of consumer purchases, patterns, and preferences create a picture of the lifestyle segments residing within a community and indicates the extent to which the individuals in this community are more or less likely than “the average” American to behave in certain ways.

Reviewing this information regarding the residents of Mountain View reveals some interesting patterns. For instance, residents of Mountain View are significantly more likely to:

- attend professional baseball and basketball games but not college games
- visit casinos including those in Las Vegas and Atlantic City, but not purchase lottery tickets
- eat out two or more times per week while waiting until the second week to see a newly released film
- attend dance performances and go dancing at almost equal levels
- exhibit strong preference for being both spectators and participants in music, photography, and other art forms
- play chess and other board games but not bingo or the lottery
- go kayaking but not bird watching

General Changes in How We Live, Work, and Play

Trends Shaping Product Choices

Datamonitor is a global market analyst group that has identified ten “megatrends” that the company believes will impact, influence, and shape new products and services in the coming years. Review the ten megatrends as identified by this company and imagine the implications for parks and recreation.

- **Convenience:** Any things that can save time or provide a “quick fix” rank important to 82% of both US and European consumers. Prepared meal consumption in the United States is expected to rise from a rate of \$29 billion in 1999 to \$40 billion by 2009.
- **Health:** 90% of these same groups of consumers feel that improving health is important Researchers claim that in 2003-04, 64 per cent of Europeans and US consumers took “steps” to improve their health.
- **Age complexity:** Adults begin to act more youthful re-enacting childhood experiences while younger consumers have greater spending leverage and range of self-choice at ever-increasing young ages making them appears to be older than they really are. “Ageless Marketing” will focus upon defining products and services that are aligned with the ‘aspirational’ age of consumers, their desire to be either younger or older. This form of marketing will also attempt to target values and attitudes shared by all generational groups

- **Gender complexity:**
The traditional values, attitudes, preferences and behaviors based upon the two different genders is becoming increasingly becoming blurred. Datamonitor believes that exceptions to this blurring will prevail for such things as beer, makeup, etc.
- **Lifestage complexity:** Previously, lifestage very much related to the evolution of the nuclear family, but since nuclear families no longer stay together throughout life, such changes will give rise to more variations among lifestages. Datamonitor identified 3 of the most basic differences influencing the future as (1) the extended time people may live life as a single; (2) extended life as an older adult; (3) and the presence of boomerang children of all ages.
- **Income complexity:** As luxury has been made more accessible to all, lower income and mid-income people are increasingly trying to live luxuriously on a budget. Mid-priced Mercedes-Benz would be one such example as would the growing popularity of designer products, mass produced for the lower and middle market places such as Target
- **Individualism:** More than half of US and European consumers felt that brands that matched their attitudes and outlook on life was an important consideration. Western societies has witnessed a large increase in the number of people who are single and such status can be related to the growing orientation of self- gratification.
- **Sensory:** People today are looking for products and services to supply either new or more intense experiences leading to a willingness to try new things. Between 2003 and 2004, over 60 per cent of consumers in the US and Europe tried food and drinks that they had never tried before.
- **Comfort:** Meatloaf and macaroni and cheese in upscale restaurants? Just responding to the growing preference or some might say demand for comfort in food and other aspects of life. Approximately, 55 % of US and European consumers confessed to enjoying 'small indulgences to escape the pressures of everyday life'.
- **Connectivity:** The escalating need to become more “connected” is the last megatrend. While Datamonitor attributes this trend to the ethical side of consumption with a focus upon community belonging and demonstration of shared values. Another strong influence could very well be a myriad of factors such as email, breakdown of the nuclear family, among others.

Time Element within Leisure Time

What Are We Doing with the Non-working Time?

Starting in 2003, the federal government has undertaken a new monitoring survey called the American Time Use Survey or ATUS for short. While this survey takes a look at how people use all hours of the day, for our purposes, we will focus upon their “leisure and sports” category.

Overall Conclusions:

The higher the level of education and the greater the income translates into fewer hours for sports and leisure; having children at home reduces the number of hours an adult spends upon sports and leisure as well.

Definitions Use in this Study:

- Leisure and sport = sports, exercise, recreation, socializing and communicating, and all other leisure activities
- Leisure activities = watching TV, reading, relaxing, or thinking; playing computer, board or card games; using the computer for personal interests; playing or listening to music; and attending art, cultural, or entertainment events

The ATUS reports average hours per day spend in sports and leisure as well as looking at those time patterns across level of income, education, and the presence of children in a household. Some of the findings include:

- As would be expected Americans monitored spent more time with all aspects of sports and leisure on weekends and holidays compared with weekdays:

6.28 hours on weekends and holidays vs. 4.71 on weekdays

- Lower income individuals spend more time on sports and leisure than do higher income individuals

	<u>Weekdays</u>	<u>Wknds/Hol.</u>	<u>Total of All Days</u>
Full Time Weekly Earnings of 0 - \$450	3.56	5.64	4.21
\$451- \$675	3.42	5.96	4.21
\$676-\$1,050	3.45	5.82	4.17
over \$1,050	3.05	5.70	3.84

- The higher the level of education the less time spent in sports and leisure
- Individuals with a four year college degree spend almost 30% less time on sports and leisure than people who do not have a high school degree
- Having children at home means that adults have less time for sports and leisure than those adults without children at home and the younger the children, the less leisure time for the parents.

(Source: http://www.bls.gov/tus/datafiles_2004.htm)

Family Life

Family Life Over-Programmed

The Alfred P. Sloan Foundation sponsored six long-term projects on family life in the United States. One of those studies conducted by UCLA at their Center for Everyday Lives of Families recently completed the first phase of their project, data collection. The researchers spent four years observing the every day life of households in Los Angeles. These households consisted of both parents working outside the home, paying a mortgage, and having two or three school age children and were representative of LA's diversity.

Some of the initial findings are of interest to parks and recreation as follows:

- Parents and children live virtually apart from one another during the work week with only a few hours at the end of the day to connect

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- Together time is motion time with families involved with lessons, classes, games, or shopping
- Most family purchases and decisions are driven by the activities of the children; thus the popularity of the minivan
- It appears as if we are moving from a child centered to a child dominated society
- Life and relationships are over-scheduled and out-sourced with little room for spontaneity

What are families losing in this daily race to the finish? Playtime, Conversation, Courtesy, and Intimacy

(Source: Study finds families enslaved by daily life, kids. Associated Press, 3/20/05)

Work, Family Life, and Leisure

Two recent books illuminate the challenges parents of either gender face when trying to balance the growing demands of the work place with earning a living and caring for their children. A significant part of this growing challenge may relate to the dramatic change in working hours experienced over the past decades...for instance...

***60% of all couples worked 82 mean hours per week in 2000
as compared with 36% working 78 mean hours in 1970***

The demands placed upon workers in the United States are increasing rather than decreasing. These books cite such areas of challenges as organization of work time; gender-based nature of time norms; and changing expectations within the world of work - what is part time? what is a full work week? growth of overwork? family friendly practices? These are issues that are not likely to result in either quick or easy solutions, but they significantly impact upon "quality of life" in this country.

(Sources: *Fighting for Time: Shifting Boundaries of Work and Social Life*, Edited by Epstein and Kalleberg and *The Time Divide: Work, Family, and Gender Inequality*, Jacobs and Gerson published by Russell Sage Foundation and Harvard University Press respectively as found in *Future Survey* 27:3 March 2005)

Family Work Balance: Easier or Harder

An Ajion Office survey asked 546 individuals whether "it is easier to find a balance between work and family today than it was five years ago"?

- 59% of those surveyed said "NO" it is more difficult
- 32% said "YES"
- 5% and 4% of respondents replied "no difference" or "not sure" respectively

Weary over the Weekends

The Great American Weekend Survey commissioned by *Life* contacted 1,000 adults over a weekend this past March to get a picture as to what life was like for most Americans. Some of the findings included:

- 55% of adults indicated they spend more weekend time doing what they have to do rather than what they want to do
- 47% do grocery shopping over the weekend

Ready for Monday

Adults were asked whether they finished their weekends recharged and/or ready to return to work and the results varied by age group:

- Adults ages 18 to 24 ended their weekends with 51% of them recharged and 61% ready to go back to work, but 41% were depressed about Monday
- While most adults of all age groups indicated that 51% finished their weekend recharged and 61% ready to return to work, this was more true for adults 55 years of age and over

Family Time

Most all adults whether married or single, with or without children, city or rural, and even red state or blue, indicated it was important to spend time with families on the weekend: Additional family weekend pursuits identified by this same Life survey included:

- Family dinner at home ranked number one among households with children; this preference was higher for white families, families with a stay-at-home parent, and families living in rural areas
- Relaxing with family and spending time with spouse or partner were chosen as "the" most important pursuits of an ideal weekend
- Actual weekend pursuits included a tie between watching TV and exercising

Home OwnershipHome Ownership: American Dream or Nightmare?

The American dream has long been associated with home ownership and while recent levels of homeownership have climbed, all is not as seems behind the picture. Review the following:

Four of every ten of the houses sold in this past year are either second homes or houses purchased for investment (National Association of Realtors, April 2006)

The recent housing boom in the United States has been fueled in part by people purchasing homes using adjustable rate mortgages.

Almost 25% of mortgages are of this type and went to people with troubled credit ratings

This month, the Federal Reserve raised the interest rates; this represents the 15th increase since June 2004

Updates Related to ChildrenChildhood Patterns: Indoors and Inactive

The realization and the documentation around how today's children are living and growing up with fewer opportunities for physical activity and a heavier pattern for youth to spend time indoors and physically inactive. Found on the front page of the July 12 issue of *USA Today* was the article "Childhood pastimes are increasingly moving indoors". This article by Dennis Cauchon was overshadowed only by the fear of terrorism and coverage of a Florida hurricane and included a wealth of useful information for our field. The information gathered by Dennis Cauchon that appeared on the front page of *USA Today* came from a variety of credible sources and included some

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of the following:

- In a typical week, 27% of youth ages 9 to 13 play organized baseball and only 6% play on their own (Centers for Disease Control)
- A child is six times more likely to play a video game than ride a bike on a typical day (Kaiser Family Foundation)
- Little League participation has declined to 2.4 million children, a 14% decrease since its peak in 1997 (NSGA survey)
- Rates of less structured sports forms such as pick up games, catch, and pickle ball have declined nearly twice as fast as Little League (NSGA survey)
- Sales of childrens' bikes have declined 21% from 2000 to 2004 (*Bicycle Industry and Retailers News*)
- Use of skateboards and scooters, today's possible replacement for the bicycle, reached their peak in 2001 and 2002 and have declined since that time (NSGA survey)

A *USA Today* analysis of information from the National Sporting Goods Association (NSGA) made the following comparisons in activity participation by 7 to 11 year olds between 1995 and 2004 for the following traditional sports:

Activities	1995	2004
Bicycling:	68%	47%
Swimming:	60%	42%
Baseball:	29%	22%
Fishing	25%	18%
Touch Football:	16%	10%

(Lewis, Adrienne, *USA Today*, Activity in decline, July 12, 2005, 1A)

Further information and fuel for thought from this article:

- 1 In the 1960s, 4% of youth were overweight. That rate is currently 16% (CDC)
- 2 Studies suggest that children who spend more time outdoors have longer attention spans than children who watch a great deal of television and play video games (Frances Kuo, Director of the Human Environment Research Laboratory, University of Illinois at Urbana-Champaign)

The availability of all forms of multimedia makes a child's bedroom a potential outpost for indoor inactivity. The Kaiser Foundation Study on this issue indicated the following percentages of youth ages 8 to 18 with media and technology in their bedroom included:

- 1 68% have TV in their bedrooms
- 2 54% have VCR or DVD
- 3 49% with video-game player in bedroom
- 4 31% with computers

Children of Immigrants

- Over 11 million children live in households where both parents are immigrants; 3 million of those children whose parents have immigrated within the last ten years
- The number of children living in households with immigrant parents has increased 25% over the past ten years
- These children tend to live in the South or the West
- 55% are Hispanic, 20% non-Hispanic white, and 16% are Asian

(Source: Research Alert, December 2004)

Fewer Latino Children

Latinos have become the largest minority group in the United States due in a large part to the fact they have the highest fertility rate. According to the Public Policy Institute of California, the rate of fertility is beginning to change as Latinas are choosing to have fewer children.

- The drop in the fertility rate among Latin women dropped to 2.6 children per woman in 2003. Fertility rates for this group were 2.8 in 1997 and 3.4 in 1990
- The Public Policy Institute of California reported that American-born Latinas have a fertility rate of 2.2 while immigrant Latinas have a fertility rate of 3.1
- State demographers in California recently reduced population projections for 2040 by 7 million people due to this change among Latinas

Growing Role of ImmigrationNew Information Bodes Well for Immigrants

Recently released Census data analysis provides additional information and insight regarding immigrants who came to the United States in this decade and other interesting findings about the role played by contact between native born Americans and immigrants. Some of the findings included:

- Birthplace of immigrants according to new Census information:
 - 53% - Latin America
 - 25% - Asia
 - 14% - Europe
 - 8% - Africa and other regions
- The adult children of Hispanic and Asian immigrants, often referred to as the second generation, are likely to have more education and greater income than their parents.
- Of the 3.4 million people age 25 and over who came here between 2000 and 2004, 30.7% were high school dropouts compared to 33.2% of the same age group between 1995 to 2000

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- 34.3% of new arrivals have college or higher degrees as compared to the 32.5% who arrived in the late 1990s.
- Of the Hispanics arriving recently into the United States approximately 13% have college degrees compared to a rate of 9% in the late 90s
- Homeownership rates increase as immigrants stay in the United States and rear another generation. The rate of homeownership for 1st generation immigrants is 56% and it increased to 80% for the 2nd generation.

(Source: *USA Today*, 2/22/05)

Contact Builds Greater Acceptance

Views on immigration and immigrants differ between native born Americans and immigrants. While that is not surprising, one of the more interesting results of a recent survey found that the more contact immigrants to this country have with native born Americans, the greater the acceptance. This study conducted by the Kaiser Family Foundation, the Harvard's Kennedy School, and National Public Radio, also revealed the following:

- 56% of immigrants indicate that recent immigration had been good for the United States; only 25% of native born Americans agree
- 44% of native born Americans think immigration should be cut back as compared to only 18% of immigrants
- 57% of immigrants feel that the United States should consist of different cultures while 62% of native born Americans believe that a shared culture is preferable

Native born Americans who come into contact with immigrants have a different perception of immigration. Some of those differences are revealed in the following:

- The majority of native born Americans who indicate there are immigrants living in their cities or towns feel that immigration has not had a negative impact in their communities
- Those Americans with regular contact with immigrants are more likely to say that immigration is good for the country and the immigrants have strengthened the country

Immigrants' views on the American way of life stack up less favorably when it comes to strong families. For example:

- 47% of immigrants surveyed believe that the family unit is stronger in their native country
- only 28% think that the strength of the family is better in the United States

New Life Patterns

Adulthood: Extended Life Stage in 21st Century

The fairly permanent presence of boomeranging by young adults has prompted the realization that our current way of life has given rise to a new life stage. This new life stage spans the globe and is referred to in different terms including: youthhood, adulthood, kidults, and thresholders. Some of the more amusing terms from other parts of the world include: England's "kippers" (kids in parents' pockets eroding retirement savings);

Germany's "nesthocker" meaning nest squatters, and Italy's "mamone" for young people who don't want to forgo mother's cooking.

This life stage that is playing a more significant role in modern society refers to those individuals between the ages of 18 and 25 and sometimes even beyond. That stats support the reality of this new life stage as...

- the percentage of 26 year olds living with parents in the United States has nearly doubled since 1970 from 11% to 20%
- this group is taking longer to graduate with the average student taking five years to finish college
- education debt is growing with 66% of those surveyed in a *Time Magazine* poll owing over \$10,000 upon graduation
- credit card debt for this age group doubled between 1992 and 2001
- only half of Americans in their mid-20s earn enough to support a family
- almost half of Americans ages 18 – 29 talk to their parents every day; reinforcing a delayed progress towards independence

This information cited above comes from a *Time Magazine* cover story by Lev Grossman titled "Grow Up? Not So Fast: Meet the Twixters" from January 2005. Grossman also states in his article that this transition from youth to adult gets even more difficult as you go down the educational and economic ladder.

Young, Adult, and Asian in America

America owes its unique successes to the various waves of immigrants that chose to come to its shores. An article in *TIME* sheds some light on the differences in the assimilation of Asian immigrants and their children into the United States that wasn't true of experiences of earlier immigrant groups. The article was written by second generation Asian-American authors and shares background information and insight into this wave of immigration.

Little Background Info: 1965 Federal Act and Implications

The wave of immigrants from Asia was largely due to a federal law enacted in 1965, the Immigration and Nationality Act. This act enabled Asians and others to move to this country and it gave preference to individuals with close relatives in the United States or people skilled in fields where there were labor shortages such as medicine. Some of the results of this act included:

- By 1980, 190,000 Indians came to this country and 90% of them were college degreed
- The Filipino population in this country grew to 500,000 with many of them trained as doctors, pharmacists, and nurses

Assimilation Patterns and Rates

- Initially, Asians found it more difficult to assimilate into American society because of their more observable physical differences. This was not as markedly challenging for immigrants from Europe coming into the United States.
- However, the high levels of education and skills made the upward mobility of Asian immigrants faster than for other groups

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- Rather than remain in ethnic enclaves in large cities, immigrants from Asia were able to move more quickly to housing options in the suburbs.

What makes the acculturation process different for the children of these immigrants who are now between the ages of 20 and 40 is the way in which they grew up trying to straddle two different cultures since the assimilation was much faster for this group than it was for earlier immigrants to this country.

Usually, the incorporation of the “American way of life” takes as long as two or three generations and moves through the following stages of assimilation:

~early isolation ~immersion ~assimilation, ~and then a re-appreciation of one’s roots.

The assimilation for the 1965 Asian immigrants was much quicker due to their faster entrée into the middle class and their more rapid settlement in suburbia. This move to suburbia created greater isolation of the immigrants because they did not necessarily experience the support of ethnic urban enclaves that was so often the pattern of earlier immigrants.

After interviewing the post 1965 generation of Asian-Americans, the authors identified the following influences upon this group:

- a boomerang pattern of assimilation that greatly accelerated the Americanization process
- “forever foreigners”, a term coined by sociologists that suggests their physical features lead to a lifetime of being associated as “someone who was not born in the United States”
- feeling like the hyphen between the term Asian and American
- the “model minority” generalization based upon the high academic achievements of some Asian-American children

(Source: Jeff Chu and Nadia Mustafa with Amanda Bower/San Francisco and Kristin Klobardanz/Chicago. “Between Two Worlds”, *TIME*, January 16, 2006. pp. 64-68)

Youth at Risk

The term “youth at risk” goes back several decades and initially referred to urban children living in poverty and the myriad of risks associated with such circumstances. The term still holds importance today, but the scope of the term has been expanded to include all youth – regardless of where they live or their economic circumstances. Just a few examples of continuing concerns about and challenges for youth include:

The Bullying Problem.

Ever since the shootings at Columbine in 1999 and Santana High School in Santee in 2001, there has been a growing concern about the impact of bullying upon young people. The National Institute of Child Health and Human Development ((NICHD) gathered information that revealed the following about American children in grades 6 - 10:

- 17% of respondents had been bullied either “sometimes” or “weekly”
- 19% had bullied someone else either “sometimes” or “weekly”
- Estimates suggest that 1.6 million children are bullied at least once a week and 1.7 million children bully others frequently

- Boys tend to bully and be bullied more than girls
- Boys most commonly are both physically and verbally bullied
- Girls are more likely to be the subject of verbal bullying including comments of a sexual nature and rumors
- Bullying begins in elementary school; peaks in grades 6 through 8; and continues into the high school years.

This NICHD study found that bullying is linked to other types of “at risk” and antisocial behaviors such as:

- Bullying is linked to vandalism, shoplifting, skipping and dropping out of school, fighting, and use of drugs and alcohol
- Both the children bullying and bullied tend to be at greater risk for loneliness, trouble making friends, lack of school success, and problem behaviors such as smoking and drinking.

(Source: U.S. Department of Justice, Office of Juvenile Justice and Delinquency Prevention)

Middle School Students and Daily Harassment

Researchers at UCLA in the first ever study of harassment among middle school students uncovered a number of important insights.

- Almost one-half of urban sixth graders indicated they had been harassed by fellow students at least once during a two week period of time
- The most common types of harassment involved public insults such as name calling and physical aggression such as kicking and shoving.
- There is a double impact of bullying reported in this study as children were affected by bullying that happened to them as well as observing what happened to fellow classmates.
- Naturally, students were bothered by harassment that happened to them but they were even more concerned about and felt sorrier for classmates who were harassed, particularly those who were verbally rather than physically harassed.
- This peer victimization was found to be related to negative attitudes toward school, lack of engagement in classes, and fewer positive experiences within the school.
- Students who were harassed reported increased levels of humiliation and anger and students who observed others being harassed reported increased anxiety and disliked school more.

(Source: Nishina, A. and Juvonen, J. *Child Development*, March/April 2005).

Teen Trends in Drug Use: Prescription Drugs as Self-Medication

At one time the profile of teens or young adults who abused drugs brought to mind a picture of a school dropout using cocaine or heroin coupled with a number of other antisocial behaviors. Today the world of drug use among these age groups is actually quite different. Surveys conducted by the University of Michigan researchers and others suggest a new world view of drug use. Some of the elements underlying this change include:

- The abuse of prescription drugs by teens and young adults is *increasing* while the use and abuse of illegal substances such as cocaine or heroin is *decreasing*
- Approximately 6.7 individuals between the ages of 12 and 25 used a prescription drug for non-medical purposes in the past year
- Among illegal drug use, only marijuana reported a higher user group number at 12.8 million

Additional findings of interest as reported by the Substance Abuse Research Center at the University of Michigan were of interest as well. The interim director reported that

- College students attending institutions with higher academic standards reported higher rates of misusing prescription drugs than students enrolled in more “noncompetitive” schools
- Students are found more likely to abuse prescription drugs if they are white, living in a fraternity or sorority house, and carrying a less than “B” grade point average
- Females who abused prescription drugs usually received them from family members, such as parents, while the males using this type of drugs generally received them from friends

Another study conducted by the Institute for Research and Gender at the University of Michigan surveyed over one thousand students in greater Detroit public schools and found that

- Almost half the students surveyed had legal prescriptions for Ritalin and other medications
- 25% of those students surveyed with legitimate access to such medications were asked by friends for some of their medicine
- One in five indicated they had sold or traded at least one pill.
- Among students using the medications without a legitimate prescription, 79% of respondents indicated they took the drugs to relieve pain rather than to get high

An additional study conducted at the University of New Mexico interviewed 50+ college students who had indicated misusing prescription drugs in the past year. Among the information gathered in this study found:

- The students identified 58 different types of drugs they had misused
- The most “popular” misused drugs were Vicodin with 65% using it without a prescription followed by Percocet, Valium, Xanax, and Oxycontin
- Some students reported using the drugs because they were relaxing or a socially cheaper alternative than alcohol
- One out of every four students revealed they had misused Ritalin as a way to meet the academic demands of college

FYI About Popular Medications:

- Valium and Xanax are tranquilizers
- OxyContin, Vicodin, and Percocet are pain relievers that can become addictive
- Ritalin is a mild stimulant that abusers use to suppress appetite, stay awake, and create an euphoric feeling.

(Source: Leinwand, Donna. "Prescription abusers not just after a high", *USA Today*, 5/26/05, 3A)

Shifts in the Workplace

Move to the Global Economy

While the growth and expansion of a global economy has resulted in an increase in purchasing power for some Americans at the expenses of decreased purchasing power for others, the full extent of the global economy has yet to be revealed. Many economists believe that the change to a global economy will result in two types of work opportunities, service and value-added. The service sector of the economy which includes a range of employment including wait staff at restaurants, child supervisors at day care sites, home health care workers, and physicians will ensure a surge in employment for those services that require site contact. The other half of the economy is projected to more closely previously lucrative professions such as attorneys, accountants, and engineers.

However, as people such as Daniel Pink begin to identify an economy that is moving from an information age to a conceptual age, it becomes apparent that these professions will need to reinvent or recreate themselves. The statistics Pink cites in his book, *A Whole New Mind*, include projections to reinforce this shift including the following:

- One out of four existing information technologies will be outsourced to individuals and companies outside of the United States by 2010 (Paul Taylor, "Outsourcing of IT Jobs Predicted to Continue," *Financial Times* (March 17, 2004).*
- A minimum of 3.3 million white-collar jobs along with \$136 billion in wages will move from the United States to low cost countries such as India, China, and Russia by 2015. (John C. McCarthy, with Amy Dash, Heather Liddell, Christine Ferrusi Ross, and Bruce D. Temkin, "3.3 Million U.S. Service Jobs to Go Offshore." *Forrester Research Brief* (November 1, 2002).*

as cited in Daniel H. Pink. *A Whole New Mind*. New York: Riverhead Press. 2005.

Search for Life Balance

Money has long been considered the number one motivation for most workers. The emphasis upon money eventually expanded to include benefits, i.e. health insurance, life insurance, etc. which ultimately led to even more alternative benefits such as child care, elder services counseling, etc.

That wages and benefits approach worked very well until more recently when workers have been asked to cover a partial share of the increasing costs associated with these benefits and in some cases, such as the airlines, asked to take wage and retirement benefit cuts as well.

What then lies ahead for "compensation" options for employers and employees? There is evidence to support that people are looking for a different type of compensation and that new benefit is "balance"; the type of balance that puts "life" first. Attitude surveys related to preferences for life balance and quality are beginning to increase. One such survey of over 2,500 workers conducted last year by Yankelovich Monitor found that:

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- Nearly half of those surveyed felt they were devoting too much energy to work and too little to the “other things in life that really matter”
- 28% indicated they would take a pay cut to get more time off.

Herman Trend Alert, the source of this information, suggest that this shift in workplace values and attitudes is growing and that more people are basing work and life decisions on both personal and organizational values. Similar information is featured in one of the firm’s more recent books entitled, *Lean and Meaningful*.

Lack of Time and Its Threat to Well-being

Many people complain about not having enough time and cite the activities and responsibilities that get shortchanged because of this time. There appears to be ever-growing interest in addressing this issue outside of the mere concerns of individuals. In October of 2003, the first “Take Back Your Time Day” was held on the 24th in over 200 communities in the United States and Canada. The second “Take Back Your Time Day” in 2004 found a number of labor unions, churches, and family organizations lending their support to this initiative.

The third “Take Back Your Time Day” is once again scheduled for October 24 this year.

“Take Back Your Time Day” is a project of the Center for Religion, Ethics, and Social Policy (CRESP) at Cornell University and is an initiative of the Simplicity Forum, a leadership alliance for the Simplicity Movement - Promoting and Honoring Simple, Just, and Sustainable Way of Life for All.

This is NOT an anti-work group, but rather an initiative based upon the Earth Day model. You may recall that Earth Day raised (and continues to raise) awareness about issues hoping to influence individual behavior and public policy.

Our current working patterns and practices in the 21st century continually consume more of people’s waking hours thus eroding quality of life for the worker, his or her health, family, and community.

State of Today’s Working Patterns

- Americans are working longer hours now than we did in the 1950s
- Current working conditions have us toiling longer than medieval peasants did
- Americans actually work longer hours than the employees in the other industrial countries
- Americans, on average, work nearly nine full weeks (350 hours) LONGER per year than most Western Europeans do.
- Most working Americans average slightly over two weeks of vacation time annually
- Some American workers get no paid vacation at all; 37% of working women making under \$40,000 do not receive a paid vacation
- Europeans average five to six weeks of vacation each year
- In many situations, overtime is becoming mandatory and is at near record levels, in spite of a recession.

So What Difference Does It Make?

America has long been regarded as the center of free enterprise and fulfillment of the American dream. There are Americans in all walks of life who feel as if they are on a treadmill running as fast as they can and getting nowhere. We have become a nation of overworked, overscheduled, overstressed, and overwhelmed people.

But what difference does that make? PLENTY! We are paying a high price as individuals, communities and society for this work pace. For instance...time stress can...

- ...lead to fatigue, accidents and injuries
- ...reduce time for physical activity
- ...support our consumption of high-fat, high sugar fast foods
- ...contribute to job stress and burnout costing the economy of the United States over \$300 billion each year
- ...result in less time (and more guilt) with less hours to care for children and older parents
- ...reduce sense of community because we have less time to get to know and hang out with the neighbors
- ...mean fewer hours for volunteering in our community
- ...leave us with less time to be active, knowledgeable, and involved with our community and the decision-making power of voters
- ...reduce employment levels because fewer people work longer hours eliminating the need for additional full-time positions
- ...leaves little or no time for individuals self-development or spiritual growth
- ...in its own way contribute to further destruction of the environment as lack of time leads to use of convenient, throwaway products, and reduces recycling.

Legal and Political Trends

Government Spending

There will continue to be even greater competition for government spending particularly as costly programs related to lifestyle behaviors will continue to soar. For instance,

- Local, state, and federal governments spent a record \$167 billion on justice services in 2001; \$254 per capita for police protection, \$130 per capita for judicial and legal services, and \$200 per capita for correctional services (Bureau of Justice Statistics, 2004)
- The federal, state, and local corrections population grew by 130,700 or nearly 2% between 2002 and 2003 to reach an all time high; approximately 3.2% or one of every 32 adults are incarcerated, on probation, or parole in 2003 (Bureau of Justice Statistics, 2004)
- Health care in the United States costs approximately \$75 billion and \$40 billion of that amount comes from government coffers.

Voting Patterns and Preferences

- Societal challenges must be positioned in such a way as to reflect outcomes that are priorities and desirable for all segments of society to ameliorate the ongoing polarization of voters and legislators
- Low levels of interest and participation in the public policy arena continues; 17% of mayoral races in California are unopposed (*USA Today*)
- Voters in states and communities across the country once again demonstrated their interest and strong priority for open space. In this past November election, voters in 121 communities in 24 states passed ballot measures to create \$3.25 billion in new public funding to protect land as parks and open space. That's a continuing trend since 1996, 1,065 out of 1,376 conservation ballot measures have passed in 43 states, raising over \$27 billion in funding for land conservation-a passage rate of 77 percent. (Trust for Public Lands)

People's Preferences for Places and Spaces

Moving Beyond Urban and Suburban Areas

Communities with populations less than 50,000 experienced 18% growth in this last decade while urban and suburban areas did not increase at such a high rate. As career opportunities and cultural assets are now available beyond the urban boundaries, people are moving out to seek an affordable, less stressful way of life.

(*American Demographics*, July/August 2004; Vibrant Cities)

One of the few concepts receiving attention across the United States is the challenge of rekindling America's cities. The growth and age of suburbs finds that even ex-urban areas of the country are in need of such updating. The Urban Land Institute in its publication, *Creating a Vibrant City Center: Urban Design and Regeneration Principles* by Paumier has the following to say about the future of cities:

The image of a great city stems largely from the quality of its public realm – its streets, boulevards, parks, squares, plazas, and waterfronts.

Maintaining that it is the quality of the overall public environment that makes a city livable and memorable, the author identifies the following 7 principles for community revitalization:

1. diversity of use giving people a reason to visit and be present throughout the day and evening
2. encourage compactness so that a critical mass of activity promotes pedestrian usage
3. intensity of development to use available land while maintaining a human scale
4. balance of activities so there are not too many offices leaving empty streets in the evening
5. accessibility with opportunities for convenient parking along with pedestrians as a priority
6. functional linkages with walking access for people between activity centers
7. positive identity portrays an image that the community is an exciting, safe, and livable place to be

Related to Public Health Issues: Urban Sprawl

There is rising evidence and voice being given to the role that urban development and planning plays a role in the growing obesity problem in this country. The underlying issue is that a car is required for almost all aspects of life. In this book that is becoming a popular read among urban planners, park and recreation professionals, and the public health field, *Urban Sprawl and Public Health: Designing, Planning, and Building for Healthy Communities*, the authors cite how development and sprawl relate to lack of spaces for physical activity, air pollution due to auto emissions, stress among those who must drive a great deal, and the disenfranchised individuals who can't drive or afford a car.

One particularly interesting statistic from the book related to the pace of development, in this case, development refers to the replacement of farms and forests with buildings, roads, concrete, etc.). According to the authors, in

the last 15 years, the United States has developed 25% of all the land developed in the previous 224 years of the republic.

(Source: *Urban Sprawl and Public Health: Designing, Planning, and Building for Healthy Communities* by Frumkin, Frank, and Jackson. 2004)

Preferred Community Choices: People Want to Walk

The National Association of Realtors and Smart Growth America funded a study to identify those factors people were looking for in a community. Some of the results included:

- 79% of those surveyed indicated a commute of 45 minutes or less was their top priority
- Easy highway access was important to 75% of respondents
- BUT - 72% wanted sidewalks and other places to walk
- 60% of respondents would select a community with a shorter commute, sidewalks, and amenities within walking distance over a community with larger lots but limited options for walking and long commutes
- Amenities people would prefer to see in their neighborhoods: public transportation within walking distance, 46%; places to bike, 46%; shops or restaurants within walking distance, 42%; and places to walk or exercise, 40%.

Source: "2004 American Community Survey" National Association of Realtors www.realtors.org and Smart Growth America, www.smartgrowthamerica.org

Urban Resurgence Turns Suburban

The good news in the '90s for many of America's larger cities was an increase in population. The revival of the cities was welcomed as the influx of immigrants and Americans seeking urban-like amenities seemingly led to a rebirth of urban life. That welcome rebirth may have been premature. The good news for cities in the 2000 Census may be over as the latest Census estimates indicate that many cities are declining in population once again. People are moving back to the suburbs and "smaller cities" once considered suburbs are beginning to grow at rapid rates.

Specific data included in this report:

- 68 of the 251 cities in the United States with populations of 100,000 and over lost population between 2000 and 2004; the comparable loss in the '90s was 36.
 - Biggest declines were registered in the Midwest
 - Two California cities, San Francisco and Oakland were among the cities with population losses; cost of living and the reversals in the high tech economy are suggested as possible reasons for the decline
 - San Jose outdistanced Detroit and became the nation's tenth largest city

Location of Current Growth:

- The Sun Belt is home to the 10 fastest-growing cities (100,000 or more) from July 2003 to July 2004
- 4 of these fastest growing cities are in California, 3 in Florida, 2 in Arizona and 1 in Nevada; 19 of the top 25 such cities are in those four states
- Largest increases between 2000 and 2004 in California include: Roseville at 29.6%,

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Rancho Cucamonga at 24.7% and Irvine with a 24.6% increase

- Fastest one year growth among California cities of this size are Elk Grove with an increase of 12%; Moreno Valley at 5.7%; Rancho Cucamonga at 5%, and Roseville at 4.9

Factors related to possible moves from cities to suburbs include:

- high housing costs in big cities
- safety considerations after 9/11
- job losses in dot.com cities such as Boston and San Francisco
- availability of service jobs in the suburbs attract immigrants

Mixed Impacts:

Population growth is but one measure of a city's success. For instance, Washington, DC has lost population over the last 2 decades but experienced a strong housing market which keeps the city strong and viable. Demographers suggest that those cities whose populations might not be growing, but are attracting singles, empty nest couples, and gays the so-called "creative class" experience growth in tax revenues.

(Sources: Washington Post and USA Today, June 30, 2005)

Leisure Patterns and Preferences

Americans spend their time and money on a variety of pursuits and products. While these are just a sample of such data presented here, consider how this information influences the future of parks and recreation.

- Today's teenagers spend 16.7 hours a week online not including email and 13.6 hours in front of the TV.
- The public now spends \$70 billion a year on gambling; nearly 3 times the amount spent on movie tickets, concerts, sporting events, and theater performances combined. Internet gambling is expected to reach \$6 billion in 2004.
- The average American household spends \$215 per year on pets and that figure includes all households not just those with pets in the home; the biggest spenders on pets are the 45-64 year olds who spend 30-34% more than average (New Strategists Publications)
- Nearly six in ten wealthier American consumers receive the greatest satisfaction from experiences, i.e. travel, sporting events, arts and culture, fine dining, and entertainment than purchasing products (American Express Platinum Luxury Survey)
- Eight of the 15 most popular sports among older Americans (55+) are fitness oriented and the other six are outdoor activities (Superstudy of Sports Participation 2004)
- U.S. consumers spent \$367 billion on entertainment and media in 2003. The winning categories of expenditures in 2004 include sports up 9.2%; internet access spending up 10.3%; filmed entertainment up 7.3%; TV networks up 9.6% and videogames up 7.2%. What do these behavior preferences have in common? (Global Entertainment and Media Outlook 2004-2008)
- Sixty-three percent of all travelers shop while they travel; more than half of those surveyed indicated that shopping was the primary or secondary purpose of their trips (Travel Industry Association of America)

- One half of Americans (49%) tried to lose at least 5 pounds while another 16% tried to retain current weight; only 20% of those individuals termed their efforts successful or extremely successful (IHRSA/ ASD Obesity-Weight Control Report)
- The majority of health club members in the United States are better educated and wealthier than the average American who does not have these types of memberships
- 85% of women surveyed indicated that stress is a serious issue for them (Crabtree & Evelyn study cited in *Marketing to Women*)
- Expenditures on spa treatments reached 11.1 million in 2003 (*USA Today*)

Extreme Sports

Participation in extreme sports is currently out scoring tackle football and baseball combined when participation patterns in the United States are measured. Naturally use of the "extreme" is attributed to the land of "everything alternative and forward moving" known as California. The term was subsequently changed to "X" Games which seemed appropriate since Gen X was the group most involved in such pursuits.

Extreme now translates into extreme interest on the part of marketers everywhere. ESPN indicates that the X Games are the most watched sporting event by males ages 12 to 34, a lucrative but hard to reach target market. The economic windfall for cities hosting the X Games has increased from \$5 million in 1996 to \$30 million in 1998: San Diego benefited \$14 million directly and an additional \$18 million indirect. (Source: Simmons, Mark. X Games: Extreme Marketing (<http://askmen.com/sports/business>)).

According to the Sports Goods Manufacturers Association (SGMA) the most recent *Superstudy® of Sports Participation*, conducted by American Sports Data which monitors over 100 sports and fitness activities, extreme activities are not that extreme anymore. For instance...

.....extreme sports are now year-round activities with the popularity of snowboarding and the construction of indoor climbing walls

...inline skaters outnumber baseball players (9.7 million) and tackle football players (5.4 million) combined with participation levels of 17.3 million

...overall participation in paintball has increased by more than 60% in the past 6 years since 1998

...trail Running has experienced rapid growth in that same 6 year time period with overall participation growing by nearly 25%.

The top 10 most popular extreme sports according to *Superstudy® of Sports Participation* based upon participation at least once over the past year for Americans age 6 and over include (in order of popularity): inline skating, skateboarding, paintball, artificial wall climbing, snowboarding, trail running, mountain biking, BMX bicycling, and rock/mountain climbing.

(Source: SGMA International, owner of *The Super Show®*, the *Sports Research Partnership* and *Sports Edge magazine*, is the global business trade association of manufacturers, retailers and marketers in the sports products industry)

Non-Obesity Health Issues

One Out of Four with Nobody!

The safety net of social relationships and close friendships appears to be shrinking in the United States according to a recent study reported in the *American Sociological Review*. Other findings in this report included:

- Americans have one-third fewer close friends than they did 20 years ago.
- The 3 close friends that Americans had in 1985 is now reduced to two close friends
- What's even more serious 25% of Americans reported having no close confidants while they only 10% reported having no close friends in 1985
- Fewer contacts come from clubs and neighbors
- More people now depend upon family to serve as close confidants with that percentage rising from 57% to 80%.

There is a great deal of concern because social change such this does not usually happen in such a relatively short period of time. Sociologists are concerned due to other research findings that links social isolation and loneliness to mental and physical illnesses.

Underlying Factors

There are a number of factors that may be contributing to this new sense of social isolation including:

- Lifestyle patterns in the suburbs
- People spending more time working
- More entertainment tools in the home
- More tune out options such as iPods and computers

(Source: Kornblum, Janet. "Study: 25% of Americans Have No One to Confide In" USA Today, June 2006)

Stress Management

A recent survey released through the American Psychological Association has some interesting facts regarding Americans and how they deal with stress. Of the American adults surveyed, 47% were worried about their levels of stress, but only 55% were concerned about doing anything to manage that stress.

Stress appeared to have different patterns between the genders. Women who were stressed reported being more likely to be lacking in energy, wanting to cry, and feeling nervous while men reported having trouble sleeping and being angry or irritable.

Approximately 25% of Americans deal with their stress by eating and women who were stressed were three times more likely to use food as a coping mechanism. People who reported stress were also more likely to smoke and less likely to exercise.

There is growing concern that the increasing levels of stress in society result in people turning to unhealthy, short term solutions that can ultimately lead to serious health issues in the future.

(Schuler, Kate. "Only Half of Worried Americans Try to Manage Their Stress", USA Today, February 23, 2006, p. 13B)

Antipsychotic Prescriptions Increase Among Children and Adolescents

Between 1993 and 2002, the number of antipsychotic medication prescriptions for children and adolescents increased six-fold; 201,000 prescriptions in 1993 to 1.2 million by 2002. This study conducted by the National Institute for Mental Health and Columbia University was recently reported in the *Archives of General Psychiatry*.

Other findings in this study included:

- the prescription rate for antipsychotic medications was significantly higher for white, non-Hispanic male youth than for female youth and youth of other racial and ethnic groups
- the antipsychotic medications were prescribed most frequently for disruptive behavior disorders, followed by mood disorders and developmental disorders.
- 92 percent of the prescriptions were for the newer antipsychotic medications; while these drugs are approved for adults, there is insufficient data for efficacy and safety among youth and teens.

(Olfson M, Blanco C, Liu L, Moreno C, Laje G. *National Trends in the Outpatient Treatment of Children and Adolescents with Antipsychotic Drugs*. *Archives of General Psychiatry* 63:679-685. June 2006.)

Changing Patterns and Preferences

- Interracial families are becoming more common as currently over one in five Americans (22%) have relatives married to someone of a different race. There is no correlation between income or education and having a family member in a interracial marriage. Blacks and Hispanics are more likely than non-Hispanic Whites to be among this 22% of Americans. (Pew Research Center cited in Research Alert, April 7, 2006)
- Approximately 35% of students enrolled in bachelor's degree programs graduate from college within the traditional 4 years and less than 6 in 10 have completed a degree after six years of study (National Center for Educational Statistics cited in Research Alert, April 7, 2006)
- Coffeehouses really percolate as spending by Americans in 2005 amounted to \$8.3 billion, a 200% increase over 2 years. According to Mintel International Group, there is one coffeehouse for every 13,809 Americans, a 70% increase since 2000 (*Research Alert*, April 7, 2006)
- The better off you are economically, the more likely shopping becomes a form of recreation for you. According to Unity Marketing, nearly 80% of females and almost 60% of male adults with household incomes over \$50,000 can be designated as "recreational shoppers" (*Research Alert*, April 7, 2006)
- Gardening grows and grows with an estimated 91 million households involved with some type of "do it yourself" indoor or outdoor lawn and garden activity. That's 83% of all households in this country. According to the National Gardening Association, this sets a new record high. (*Research Alert*, April 21, 2006)

- The work ethic is alive and well in the United States as American workers use only 65% of their available vacation days representing about 739 million unused vacation days (Leisure Trends Group as cited in *Research Alert*, April 21, 2006)
- Nine out of every 10 Americans indicates they are concerned about the environment. 85% are worried about pollution of water; 82% about air pollution; and 79% about using up our country's natural resources (*Research Alert*, April 21, 2006)
- According to Medco Health Solutions, a pharmaceutical benefits management company, the number of adults ages 20 – 44 using prescription drugs to treat ADHD has increased 139% since 2000. Use among other age groups as follows: ages 45-64 years, 79%; children 9 and under, 65%; 10 – 19 year olds, 55%; and adults 65 years of age and older, 18%. (Source: *Research Alert*, April 21, 2006)